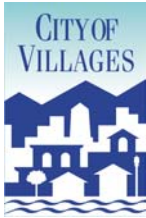




THE CITY OF SAN DIEGO  
Planning Department

## Public Forum From Controversy to Solution Public Forum Economic Prosperity for All: How Do We Get There?



### Panelist and Public Comments

June 26, 2003  
6:00 – 7:30PM

#### Panelist Input to the Dialogue

##### Question to Panelists:

**What are three things that the City can do to achieve economic prosperity for all?**

##### Councilmember Scott Peters

1. **Rethink transportation** - with congestion and parking issues, we cannot think of the car as a primary mode of transportation in a prosperous San Diego. It is irresponsible to create more density if we do not deal with transportation issues.
2. **Secure our open spaces now and in the future.** We will never be the low cost place to do business. We can't compete with overseas markets and other low cost locations in the U.S. But, San Diego is a nice place to live and work. We need to have open spaces and parks to keep it that way. We need a Park Master Plan and put it to a vote as they did in Dallas.
3. **We need to rethink government.** We get complaints about what people don't want, but we need solutions. We need productive, positive public engagement to solve the problems we face.

##### Donald Cohen

The question is what do we mean by a prosperous economy? It means that everyone can afford to live here, and have one job that pays enough to put food on the table. Another question is how do we measure economic prosperity for all?

1. **We have to pay attention to every job in the economy and we have to decide what jobs we want to create.** We focused on high tech economy, but it is only 15% of the economy. We need to focus on the fact that many of the jobs we are creating are low wage jobs such as food preparation, services, retail sales, cashiers, office workers, waiters and waitresses, - these are the 5 largest categories of workers in the economy, but they only make about \$10.00/hour and most don't have health insurance coverage. If we are going to have economic prosperity for all, we have to find ways to lift the standards of living for everyone.
2. **When looking at how economic prosperity affects land use, we should first measure the effects of that land use on the economy.** How many jobs will be created? How many day care centers will be created? Will people be able to live there? Decision-makers should look at these issues before making decisions about land use.
3. **Before investment decisions are made on incentives given to businesses, we need to determine the impact on the economy and if it creates jobs that help the economy.** Are those businesses

providing health coverage for their workers? Before we make the decision on incentives, we have to ask if every job created is a decent job for the workers.

#### **Steve Erie**

1. **Global transportation.** San Diego is challenged on trade transportation.
  - a. We need to think about this region bi-nationally. Homeland Security is implementing trade entry and exit points. The City needs to have this on its radar.
  - b. Airports. From Santa Barbara to the border, we are experiencing a transportation shortfall. We aren't talking about this unmet demand. 9-11 lulled us into a false sense of security. Airports are important to the infrastructure to a diverse, global, competitive economy. People need global gateways. We can't rely on LA for our capacity. We need to get serious and push for a regional airport.
2. **We need to change the City governance system.** We need leadership and a strong mayor council system. Give the Mayor control of budget and have Council more involved in policy and less involved in administrative matters. Give the Mayor control over the City Manager.

#### **Mike Madigan**

When it comes to the economy, are we talking in absolutes or relatives? Relatively we are doing pretty well. But to do better we need to decide:

1. **What do we want to be when we grow up?** We don't have a clear articulated vision about what we want to be.
2. **Education.** It is powerful for determining future economic success. It must reach our new immigrants. Investments in education reap benefits. Better educated people commit less crime, have better access to health care, and are less bigoted (which should be one of our community goals).
3. **We need to move to regional sustainability.** Our wealth will increase relatively if we retain the money in our local area. It will help us maintain our quality of life and maintain the health of the whole planet. We need to consider transportation light rail options, local transportation distribution systems, alternative routes to I-5. We also need to recognize that Mexico is an important trading partner. We need to consider water options including desalinization. On land use, we need to work together with the community and across the border to tear down walls. We also need to incorporate sustainable building practices, including green buildings.

## **Public Dialogue**

#### **Question to the Public:**

**What do you like about what you heard?**

1. Glad to hear energy, water, and sustainability mentioned. If we had another energy crisis, it would affect our ability to accomplish our other goals. If we control those things we control our destiny.
- 2.
3. We need a poverty index report. And we need city taxes to raise the money we need to implement the changes that need to be made.
4. Park Master Plan - save our parks and develop an urban trail to downtown. It will improve our quality of life.
5. I'm impressed with the panelists. You are all thinking out of the box. You are visionaries. We need to create models of sustainability, such as organic farms and solar farms. It will make San Diego ecologically and economically prosperous. Create a sustainable model with the County and developers, develop sustainable growth industry. That is the wave of the future.
6. I like what I heard about infrastructure, education, and transportation. We do need to pay attention to the trickle down mind set that still happens. The inner city infrastructure has been neglected. Inner cities need to be integrated into the regional and global economy we talked about.
7. I agree with education and transportation. I don't think the discussion was broad enough. The airport needs to be away from the city. We need high-speed transportation that links various areas of the city.

The trolley doesn't cut it. Transportation needs to be expanded to include photons, the ability to transport large amounts of data within and outside of the city. Education goes along with this as well.

8. I am not impressed with what I have heard. There is a key voice missing, which is from one of the School Boards. We need to discuss education in terms of creating jobs that are good jobs - jobs that allow people to have health insurance. Most of the jobs we are creating are in the tourist industry and they don't create good jobs. We need to focus on education, which will help us create the jobs of the future. We need to move our airport from Lindberg Field. We need a road map plan to build out for the future. We need to build a freeway through Rancho Santa Fe and Rancho Bernardo to give us an alternative to I-5 and I-15.

#### **Panel Response**

1. Councilmember Peters - I disagree with the previous speaker about building more roads. We need more transportation choices. Bus rapid transit would be more bang for our buck. I agree with Steve Erie. We need a government that empowers vision and risk-taking. I think we need to let go for the good of the region.
2. Cohen- Vision comes from visionaries. We can't create a structure on personalities. We need jobs for the future. Jobs of the future are hospitality as well. We have to figure out how we are going to raise the money. This is the job of leadership. We have a huge deficit and the only way we will get there is a whole lot of vision, leadership and guts.
3. Madigan - We need to create wealth and then ask voters to invest that wealth in the community. This will help create the infrastructure.
4. Erie - We have low wage jobs because we haven't invested in the infrastructure to deal with it, such as airports. We can't rely on the LA airport. We have to invest in the infrastructure if we want high paying jobs.
5. Madigan - In 1975 we missed the opportunity to site a new airport. Eventually the airport will be at Miramar when the base closes, we need to encourage that evolution.
6. Erie - If Miramar is closed there will be a great debate like there was concerning the El Toro Airport. People will argue we need a park. The real growth is in the inland empire and that is where we need to focus our attention.
7. Councilmember Peters - Miramar was a great airport site in 1945, but there is a lot more growth now. There are now neighborhoods close to Miramar. I would like to think farther out. We need to be more creative to push the dialogue farther.

#### **Public Comment**

1. I want to ask Peters about his support for a living wage ordinance. I want to hear about the current City pension fund debacle.
2. Councilmember Peters - I am open to the Living Wage ordinance, but I want to see the budgetary effects. Erie has gone a long way to addressing those concerns. On the pension fund there is an honest effort to deal with it. It won't be dealt with overnight. You will see something on it in July. Because we are in litigation, we are in closed session. My guess is we will likely see something public before the end of the summer.
3. Cohen - I will describe what we mean by a Living Wage Ordinance. Example: A landscaping contractor for City is not being paid living wages and health care. The Living Wage Ordinance says that if they are our workers, even if they not on the City payroll, we should have minimum standards for paying them so we don't have to subsidize that job through food stamps or health care.
4. I encourage you to go beyond the current thinking on transit, not just for congestion, but to have alternatives. On the Park Master Plan, don't give the Park and Rec Department money for Park Master Plan. We have community plans. We should be sending the Planning Department to communities. They are the Planners and should be working with the communities. I agree with Erie on the airport and Peters can vote against it. I agree with Madigan on the vision, yes on education, but no on top down management. We have to have new revenue in this city. We have been too cheap and we need to find a way to get this dialogue going to discuss it.
5. I am trying to get my arms around sustainability. How can the City go into the business of using our resources- wind, sun, and water to create prosperity for the City? As for transportation, I like living in San Diego at the end of the line. That is what makes it have a quality of life for me. I don't want San

- Diego to be like Long Beach. Take the transportation of ports, trucks, and airport out of city. I like tourism, it is clean. How can we get the transportation out of the city?
6. In the business of cargo, belly cargo (inside passenger plane) is profitable because the passengers are already going to that destination. Cargo in a cargo plane is only 7% profit, pure cargo doesn't work. The notion of separating cargo from passengers is not easy and it cannot happen. We wouldn't want it to happen.
  7. I agree with the introductory comments from all panelists. Transportation impacts residents and visitors. We need multiple modes. Amenities in San Diego are what make it a good place to be. Education is another factor. A well-educated population draws more well paying businesses to an area and makes it less likely that businesses will import their own personnel to the area. Parks - I want to stand up for the Park and Recreation Department and the Libraries. They are always at the low end and don't get to decide about where they go. On the question of more funding, the Council needs to discuss over and over again taxing trash collection. We have subsidized trash collection since 1919. It is an unpopular topic to tax it, but the populace needs to hear more about it. If you keep bringing it up it educates people.

#### **Closing Comments from Panelists**

1. Peters - San Diegan's are sometimes uncomfortable with change and it is good to see people coming together to see how we can change. We have a great start on a park system, but it can be improved. We need a good economy and transportation alternatives. I am optimistic about San Diego.
2. Cohen - Anything as complex as the economy needs more than one solution. We have to do it all.
3. Erie- This kind of dialogue helps move the "plate techtonics" of the city. And it is great.
4. Madigan - It isn't impossible for San Diego to decide what it wants to be when it grows up. It can be done.

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